

Kimber Sykes

CONTACT

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Australian & British Citizen
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OVERVIEW

- **Built and led diverse teams up to 40 people on multiple seven figure projects**
- **Freelance project leader, widely networked globally with excellent corporate experience**
- **Lively, intelligent, strategic professional and resourceful, analytical, practical team lead**

PROFESSIONAL EXPERIENCE

Freelance Project Lead | Executive Producer, Worldwide (March 2015 to Present)

Clients: Aperol Spritz, Aqua Rugby Australia, Arise Fashion, Canva, CNN, COP28, Diageo, Destination NSW, Dubai World Expo 2020, Electronic Arts, Emirates Airline, Geely Auto, Google, Infiniti, Instagram, Johnson & Johnson, Marriott Group, MasterCard, MTV, Netflix, Peugeot, Philips, Samsung, Scottish Water, SoundCloud, Sony Playstation, Stella McCartney, Tourism NT, Visa, Xero

Agencies: AGB Events, Amplify, BMF, Bacchus, Blondefish, Curiiious, DAE, dotdotdot, Emotive, Imagination, INVNT, Jack Morton, Octagon, Pulse Group, We Are Listen, Wonder, Yakusan

- Executive Producer for INVNT (AUS) leading a Geely Auto brand and car launch in Sydney.
- Event Director for Aqua Rugby delivering floating Rugby tournament in Darling Harbour, Sydney.
- Executive Producer for INVNT (AUS) working on a Stella McCartney activation at COP28 in Dubai.
- Executive Producer for Jack Morton (UK) for Canva Studio pop-up experiential event in London.
- Project Lead for Curiiious (FRA) delivering Peugeot concept car launch in Las Vegas and Paris.
- Project Lead for INVNT (AUS/US/UK) touring event for Xero in New Orleans, London and Sydney.
- Executive Producer for Curiiious (UAE) working on the Dubai Golden Jubilee Show at Expo 2020.
- Project Lead for Johnson & Johnson (AUS) working on a special project for their medical division.
- Executive Producer for BMF (UK) producing VISA activation at FIFA Women's World Cup in Paris.
- Production Director for Amplify (FRA) delivering Stranger Things activation in Paris for Netflix.
- Project Lead for Ellipsis (UK) designing and developing The Gunpowder Plot immersive experience.
- Senior Producer for Amplify (UK) delivering Curiosity Rooms for Google Pixel 3 Launch.
- Senior Producer for Imagination (AUS) delivering two 5 city roadshows for Samsung.
- Creative Producer for AGB Events (AUS) worked on lighting installations at Parrtjima Festival.
- Project Lead for Octagon (UK) delivering a fan activation for MasterCard at the UEFA Champions League Final in Milan and the British Open Golf in Troon.
- Executive Producer for Pulse Group (UK) delivering innovative software and hardware upgrades to the Emirates Aviation Experience including A380 simulators and AR activations.

Pulse Group - Senior Producer | Account Director London, UK (January 2012 – February 2015)

Clients: Bentley, dnata, DP World, Emirates Airline, Intercontinental Hotels, Jumeirah Hotels, NTT Data

- Project lead the widely acclaimed Emirates Aviation Experience interactive museum at Greenwich Peninsula in London with a hand built team of 40 staff (c. GBP 7 Million).
- Working across Emirates Airlines global event program encompassing 60+ events annually specialising in sports sponsorship and touring technical hardware/software solutions.

Exposure – Producer, London, UK (April 2011 – December 2011)

Clients: Farrell, Jacques Cider, Rizla, Tiger

- Member of integrated team; from concept to budgeting and planning to implementation.

t7 event solutions - Producer, Sydney (January 2008 – March 2011)

Clients: American Express, B Braun, CBA, Jaguar, Lilly, Pfizer, Reed Elsevier, Schwarzkopf, Sony, Telstra

- Nominated for Meeting and Event Association Australian Young Professional of the Year 2010.
- Worked with and actively promoted the creative use of Musion Eyeliner 3D Hologram technology.

Everest Event Enterprises - Principal, Sydney (2005 – 2007)

- Established a small business providing staffing support for the event industry.